

IN THE CLAIMS

Claims 1-20 (Canceled).

21 (Previously Presented). A system comprising:
a processor-based device;
a media player coupled to said processor-based device; and
a watermark detector coupled to said media player, said watermark detector to detect a watermark included with an advertisement and to control operation of said media player in response to detection of the watermark.

22 (Previously Presented). The system of claim 21 further including a storage coupled to said device, said storage storing instructions that, if executed, enable the processor-based device to monitor the watermark included with the advertisement and accrue a credit after determining the advertisement was played.

23 (Previously Presented). The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to allow access to content through said media player.

24 (Previously Presented). The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to accrue a reward in return for playing the advertisement.

25 (Original). The system of claim 21 wherein said watermark detector determines whether an advertisement was played at a predetermined speed.

26 (Original). The system of claim 21 wherein said storage stores content for subsequent replay by said media player.

27 (Previously Presented). The method of claim 1 including determining that the advertisement was played, based on the watermark.

28 (Previously Presented). The article of claim 11 storing instructions that, if executed, enable the processor-based system to determine that the advertisement was played, based on the watermark.

29 (Previously Presented). A method comprising:
monitoring a watermark included with an advertisement;
accruing a credit after determining that the advertisement was played; and
controlling operation of a media player in response to monitoring the watermark.

30 (Previously Presented). An article comprising:
a medium storing instructions that, if executed, enable a processor-based system
to:
monitor a watermark included with an advertisement;
accrue a credit after determining that the advertisement was played; and
control operation of a media player in response to monitoring the
watermark.

31 (New). The article of claim 30, said medium storing instructions to control the media player to play content based on said credit and to use said watermark to accrue said credit.

32 (New). The method of claim 29 including controlling operation of the media player to play content based on said credit and to use said watermark to accrue said credit.

33 (New). The system of claim 1, said detector to accrue a credit based on detection that the advertisement control operation of said media player was played and content based on said credit.